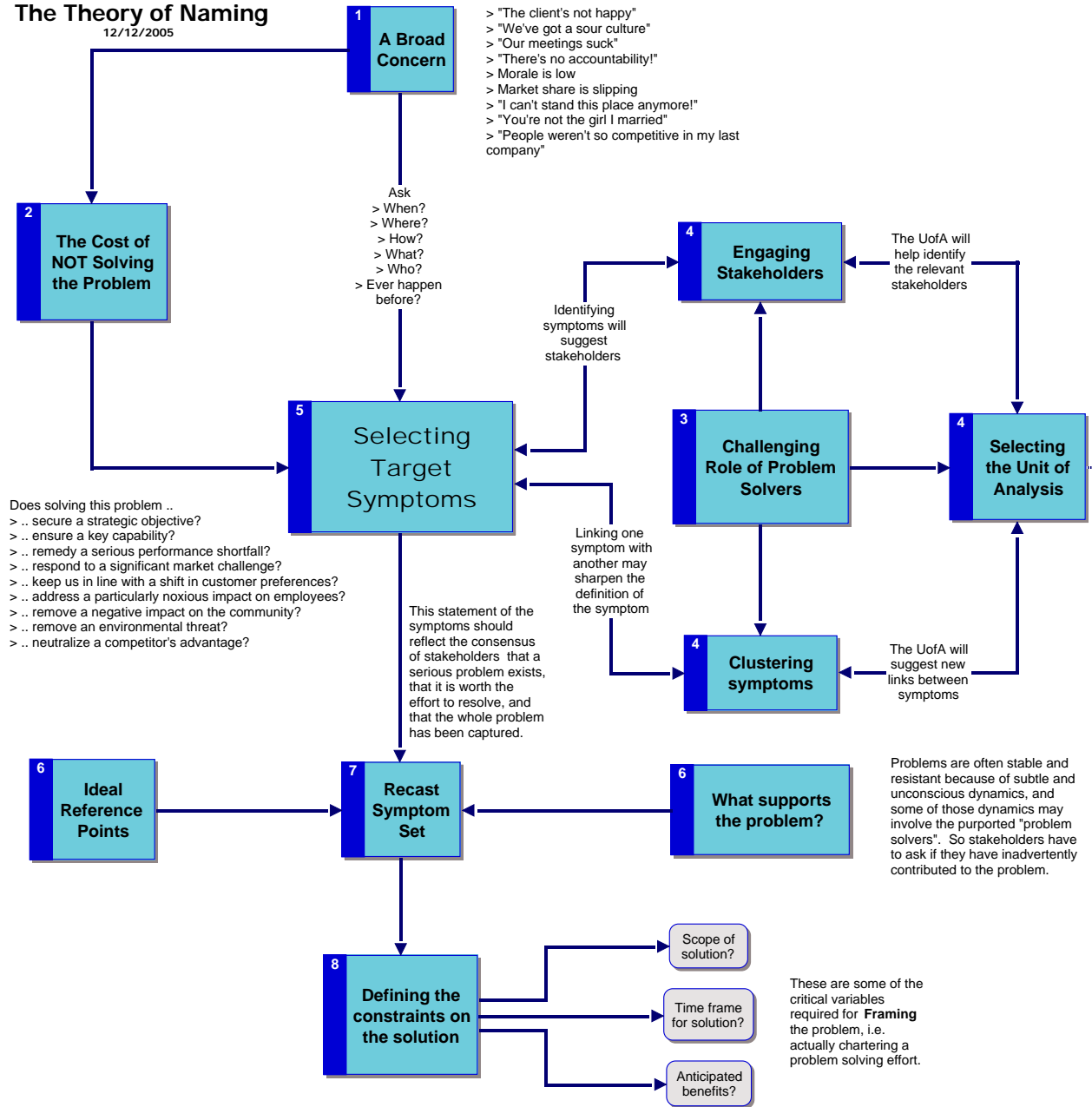


The Theory of Naming

12/12/2005



The Unit of Analysis

Part of the Naming process is considering the implications of casting the symptom in different contexts, or units of analysis. For example, excessive conflict in meetings might be viewed in the context of the group leader's **skills**, the **personality** of the participants, the result of **group** dynamics, an outgrowth of poor **project** scheduling, the consequence of a flawed **work flow**, a symptom of poorly articulated **structure**, or an instance of a competitive, combative **culture**.

- > Personality?
- > Skills?
- > Relationship?
- > Group / team?
- > Work product?
- > Technology?
- > Work flow?
- > Project?
- > Program?
- > Structure / policy?
- > Culture?
- > Company?
- > Supply chain?
- > Industry segment?
- > Community?
- > Market dynamics?
- > Large system?

Any Unit of Analysis chosen implies...

- > Possible area of expertise
- > Likely causalities to explore
- > Possible interventions to consider
- > Fuller list of stakeholders to engage
- > A test for access to the problem
- > Links to other problems

The UofA finally chosen should have

- > energy and commitment from the stakeholders,
- > involve variables accessible to the problem solvers, and
- > suggest interventions less costly than the symptoms.